

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, JUNE 13, 1894.

No. 24.

THE ST. LOUIS REPUBLIC

DAILY AVERAGE NET CIRCULATION
FOR FIRST FIVE MONTHS OF 1894.

St. Louis, Mo., June 2, 1894.

Chas. W. Knapp, General Manager of THE ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the Daily and Sunday REPUBLIC printed during the months of January, February, March, April and May, 1894, all in regular editions, was as per schedule given below:

Day.	January.	February.	March.	April.	May.
1.....	57,050	53,720	55,070	*55,510	56,610
2.....	55,570	54,750	54,190	54,300	57,060
3.....	54,590	55,120	55,760	55,520	56,450
4.....	55,070	*57,405	*57,750	55,470	56,630
5.....	55,100	52,900	53,110	54,810	60,390
6.....	59,070	53,800	53,810	55,700	*59,580
7.....	*57,630	54,030	54,040	59,820	55,120
8.....	54,130	53,140	54,110	*70,025	55,600
9.....	54,320	54,340	53,490	54,600	56,450
10.....	54,630	57,515	58,005	55,800	56,650
11.....	53,510	*56,635	*57,935	55,660	56,270
12.....	54,420	52,420	52,660	55,920	61,255
13.....	58,905	53,580	53,640	56,000	*59,630
14.....	*57,170	54,000	54,560	60,645	55,830
15.....	53,100	54,350	54,520	*59,105	56,190
16.....	53,980	53,920	54,260	55,030	57,080
17.....	53,800	57,515	58,020	55,360	56,030
18.....	54,170	*57,070	*57,835	56,060	56,480
19.....	54,790	52,580	53,080	55,720	61,035
20.....	58,215	53,960	54,670	56,300	*70,075
21.....	*57,600	53,570	54,870	61,055	55,440
22.....	53,350	53,290	53,880	*70,065	56,330
23.....	53,720	54,060	54,550	55,240	56,070
24.....	54,280	58,550	58,310	56,350	56,620
25.....	54,590	*57,285	*57,560	57,200	56,650
26.....	53,510	53,610	53,190	56,790	60,670
27.....	58,310	54,490	54,290	57,290	*70,225
28.....	*57,305	54,490	54,690	60,510	55,300
29.....	53,290	54,330	*70,405	56,980
30.....	55,270	55,110	55,300	55,710
31.....	53,970	58,7-5	56,180
Total for month.....	1,764,065	1,575,905	1,733,420	1,700,960	1,817,190
Less deductions.....	123,397	112,370	119,401	117,945	121,769
Total sold.....	1,640,668	1,463,535	1,614,019	1,612,415	1,695,421
Daily average net circulation,	52,924	52,369	52,710	54,747	56,660

Daily Average Net Circulation First Five Months in 1894, 53,468.

I All copies spoiled in printing, left over and returned unsold, are deducted so as to give the net circulation reaching actual readers.

Sworn to and subscribed before me this second day of June, 1894.
SEAL: My term expires June 5, 1897. Notary Public, City of St. Louis, Mo.

THE REPUBLIC guarantees to advertisers the largest bona fide circulation in St. Louis, or no charge for advertising. Rates quickly furnished by

THE REPUBLIC, St. Louis, Mo.

Or at New York Office, 146 Times Building.

ATLANTIC COAST LISTS

The Country People

**SUBSCRIBE FOR AND READ
THEIR LOCAL PAPERS.**

They read the advertisements as well as the literary matter.

In the homes of the country people will always be found these local publications.

No other publications get so near to the people as their local papers, published in their own towns. Whatever other papers they may read, their home papers they study carefully.

An advertisement inserted in the **1400 papers** comprising the **ATLANTIC COAST LISTS** must necessarily appeal to a very large percentage of the residents of the localities where these papers are published, for **60 per cent** of them are the **only** papers published in their respective towns.

Advertisers can send copy for advertisement and receive proof, together with estimate for its insertion, by return mail. Half a cent a line a paper for transient advertising. Quarter of a cent when 1000 lines are engaged to be used during the year.

CEO R. HALM. DEL.

134 LEONARD ST NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ESTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, JUNE 13, 1894.

No. 24.

LEADVILLE'S FIRST NEWSPAPER.

In 1878 Leadville had no newspaper worthy the name, and people were gathering there by the thousands. At that time I was the foreman of the *Denver Tribune*, and in looking the situation over I became, in common with a score of others, possessed of a desire to fill one of the long-felt wants of the new community. After talking it over with a couple of fellow-printers and figuring up the cost, we agreed on a local habitation and a name, and having all the other requisites we set about raising funds. This necessary preliminary over—we had barely \$3,000 in all—I went to Leadville to look up a location.

There was no such thing as a house to be had in Leadville at that time; I couldn't even find a room. Finally, I secured a lot from a squatter out on Harrison avenue. It was way off in the sage brush and I selected it because it was cheap. After a great deal of difficulty, and using what influence I could with the saw mills, I got enough lumber together to build a one-room house to accommodate the paper. It was almost impossible to get carpenters, or people who would do any kind of labor; everybody was in pursuit of carbonates. However, after something of a struggle the house was put up and I was notified of the shipment of the office appurtenances from the St. Louis type foundry. Being a practical printer, and aware of our somewhat straitened financial condition, the purchasing partner had bought just enough of the various kinds of material to get out a small daily, which we called the *Evening Chronicle*. It took our material about a month by freight from St. Louis to Colorado Springs, and from here it had to be pulled by team, freighters asking all the way from five to twenty cents a pound, so that the cost of transport from Colorado Springs to Leadville was about the cost of the material in St. Louis.

One partner was made business manager, a second took the mechanical

department, while I was selected to do the editing. I was managing editor, city editor, telegraph editor, set up a little type, made up the forms, and attended to a few other trifles. All of us worked together almost unceasingly day and night.

Hundreds of firms were being established in Leadville with not a line of printed matter in any shape; not a letter-head, or even a card. We had less than \$25 in our treasury when we printed our first issue, and knew we must depend on our job office for a revenue. We got it. It was not "How much will it cost?" in Leadville at that time, but "How soon can I have it?" We knew how to give it, and we learned how to charge. Everybody else was doing the same thing, each in his own line of business. Our stock of job papers was limited, and correspondingly short accounts were given to customers. The editor and business manager assisted the job work at night, ran presses, sawed wood and kept up fires. As a sample of charges I will tell you of one order we filled.

We had no particular hours of labor, but were generally on our feet from sixteen to twenty hours out of the twenty-four. After a day's work of this kind we were just shutting down one night when a gentleman came in and said he wanted twenty-five cards printed immediately. We pleaded with him to wait until the next day, but he must have them that night, and wanted them inside of an hour. He was running some sort of a game at Tom Kemp's theater, and this game required cards with figures, one figure to a card. He said he didn't care what they cost so he had them by nine o'clock; it was then about seven, and we accommodated him. He was waiting when the messenger, who was armed with the bill, arrived. "Have you got them?" he said; "how much are they?"

The messenger was afraid the man would fall down if he pronounced the amount, so he handed over the bill. The sporting man pulled from his pocket a wad of greenbacks and handed

over two tens and a five; twenty-five dollars for twenty-five cards. As the messenger turned to go away the man said: "Hold on; now look here, I'm a gambler, that's the way I make my living, but isn't this bill just a little high?"

You needed to know something about running a newspaper in those days. There was no lack of material, but it was not all easy sailing in a mixed crowd aggregating some 40,000 people from all parts of the world and all classes of society. There was not what could be called a large proportion of evangelists in the crowd, either.

One day we were notified that we would have to move. In fact, a force of men presented themselves and declared their willingness and intention to assist us in the speedy transfer of our goods and chattels to green fields and pastures new; they didn't have furniture vans, but they had some very ugly looking guns sticking out of their pockets. We didn't see it that way, so Davis slipped out and got two or three rifles and as many more revolvers, and came back. We closed the doors and announced our intention of remaining where we were. This kind of thing was repeated several times, but finally quiet was restored, our title resting in our firearms. I had paid one hundred dollars for that lot, it was now worth ten thousand; hence the contention.

The fellow who inquired for the editor and wanted to know "who wrote that" was alarmingly frequent and uncomfortably persevering. One sample will do. A gentleman dropped in and informed me that a young lady had "suicided" round on State street, after having some trouble with her lover. I was writing up a murder at the time and couldn't get away, so asked the gentleman to give me the lady's name as well as that of her fiancée, which he did, and I relied on my imagination for the rest, reserving this sensation for a second edition, the murder being the scare for the first. I wrote it up in a half funny vein—at least it was so intended—so it occupied half a column. I remember I threw in a little poetry, something which the lady breathed to her lover as she fell, and his poetic reply as he fled for the doctor. Of course I had the young lady dead, as my informant said she could not live, but the lover found a doctor and the doctor had a stomach pump, and the girl was saved.

Both lover and young lady read my account of the affair. The next morning while I was sitting in my seven-by-nine editorial sanctum in came a strapping fellow accompanied by a little blonde fairy; he held a copy of the *Evening Chronicle* in his hand, and "wanted to see the editor."

"Did you write this?" asked the lover as he shoved the *Chronicle* under my nose.

I replied that the gentleman who wrote that was out. The lover became very indignant. He wanted it understood that this was a lady who had been libeled by that paper, and he proposed to have satisfaction; he came there to shoot and preferred to do it; he was going to defend his lady. The business manager heard the row and pushed his way into my room. Like the wrathful lover he also had his hand in his pocket, which struck me as a good sign. I addressed myself now to the would-be suicide, and said I knew the man who had written that would be very sorry. No unpleasantness was intended, only a little fun.

But the lover was determined; he thought he'd better stay right there until the offender came in. The lady finally remarked that she believed the gentleman who had written that would give her a "square deal" in that evening's paper, which would be entirely satisfactory to her. Not so with her lover. He was intent on gore, and pinned to avenge her honor with a calibre forty-five.

Now, there was lots of work to be done, and the lover and would-be suicide were in the way. After assuring him that I had no desire to lose any part of my editorial force, as I was somewhat short, and that I would have a reporter write a disclaimer in that day's paper, the guns were put up, the girl smiled and said, "George, I believe he will give us a square deal." But the lover wasn't going to leave without doing something, so he said: "Captain, I'll tell you how we'll square this thing up; let's go in next door and have a bottle of wine," and we went.

I believe I have written more murders and shootings in a given length of time than any other newspaper man in the country. One day we had four, which we spread out over four editions of the paper, the issue which consolidated the four having a scare head in type an inch long, "Hell Let Loose."

While Leadville at that time was

pretty rough, with plenty of shooting and killing, there has never been a more generous, open-hearted, honest and faithful class of people than these miners. They gathered round and supported us grandly, coming to our rescue as often as our little property was attacked. When we entered upon our second year we had hosts of friends, a reputation which can almost be called world-wide, and money enough to put us on good terms with the rest of the world. — *John Arkins, in Tacoma (Wash.) News.*

LEARN TO CORRECT PROOF.

The knowledge of how proof should be corrected is something that every reader of PRINTERS' INK is liable to have occasion to put to practical use every day. A letter recently received from a subscriber in Melbourne, Australia, especially requests the publication of information on this subject. In response, we reproduce a page showing the manner of correcting errors of the press, together with instructions as given in Prof. Hart's "Standard Rhetoric," published by Eldredge Bros., Philadelphia.

AN EXAMPLE OF A PROOF-SHEET

SHOWING THE MANNER IN WHICH ERRORS OF THE PRESS ARE MARKED FOR CORRECTION.

a) There were several differing opinions as to the individual by whom the art of printing was first discovered; yet all authorities concur in admitting Peter Schoeffer to be the person who invented our main types, having learned the art of cutting the letters from the Gutenberg; he is also supposed to have been the first who engraved on copper plates. The following testimony is preserved in the family by Jo. Fred. Faust, of Archshelmurg: Peter Schoeffer, of Gernshelm, perceiving his master Faust design, and being himself desirous ardently to improve the art, found out (by the good providence of God) the method of cutting (twisting) the characters in a matrix, that the letters might easily be singly cut; instead of being cut. He privately cut matrices for the whole alphabet. Faust was so pleased with the contrivance, that he promised Peter to give him his only daughter Christina in marriage a promise which he soon after performed.

But there were many difficulties at first with these letters, as there had been before with wooden ones, the metal being too soft to support the force of the ink-press; but this defect was soon remedied, by mixing a substance with the metal which sufficiently hardened it.

and when he showed his master the letters cast from these matrices,

EXPLANATIONS OF THE CORRECTIONS.

Note.—The numbers refer to the figures in the margin.

1. Wrong Letters or Words.—A

wrong letter in a word is noted by drawing a short slant line through it, as here through the *e* in several, making a similar slant line in the margin, and writing to the left of it the correct letter. A whole word, if wrong, is corrected by drawing a line across it, and writing the correct word in the margin opposite.

2. Letters Upside-down.—A letter that is upside-down is noted by drawing a slant line through it, and making in the margin the mark here given.

3. Caps, Small Caps, and Italics.—If letters or words are to be altered from one character to another, it is noted by drawing parallel lines below the letters or words so to be altered; namely, three lines for Capitals, two lines for Small Capitals, and one line for Italics; and by writing in the margin the word Cap, Sm. Caps, or Italics.

4. Dele-ing.—When a word or a letter is to be taken out, make a slant line through it, and place in the margin the mark here given, which is the old way of writing the letter *d*, and stands for the Latin *dele*, destroy.

5. Changing Punctuation.—A point is to be corrected in the same manner as a letter (No. 1). If the point to be inserted is a period, it should be inclosed in a circle. (See example at the bottom of the page.)

6. Space Omitted.—If a space is omitted between two words or letters, put a caret under the place where the space ought to be, and put in the margin the character here given.

7. Hyphen Omitted.—If a hyphen has been omitted, put a caret under the place, and write the hyphen in the margin between two slant lines.

8. Letters Omitted.—If a letter has been omitted, put a caret under the place, and put in the margin a slant line with the letter to the left of it.

9. Closing Up.—If a line is too widely spaced, or letters are separated that should be joined, the letters that are to be brought together should be connected by a curved mark, either above or below, or both, and a corresponding mark should be placed in the margin.

10. New Paragraph.—When a paragraph is required, put a caret at the place where the new paragraph should begin, and a quadrangle in the margin.

11. Apostrophe, etc.—When the apostrophe, inverted commas, the star and other references, or letters and figures of any kind that go over the line, have been omitted, put a caret at the place, and write the omitted apostrophe or other character in the margin, in the bosom of an angle made for the purpose, and opening upwards.

12. Transposing.—When a word is to be transposed, draw a line round it and carry the line over to the place where the word is to be put, writing in the margin *tr.* (transpose). If two or three letters in a word are misplaced, draw a line under them, and write them correctly in the margin. If several words are misplaced, draw a line under them all, write over them the figures 1, 2, 3, 4, etc., to show the order in which they should stand, and put *tr.* in the margin.

13. Stet.—When by mistake a word has been marked to be struck out, and you wish it to stand, put a row of dots under it, and the word *stet* (let it stand) in the margin.

14. Space Projecting.—When a space (a thin slip of metal used for spacing) projects, draw a line under it and the corresponding mark in the margin.

15. Words Out.—When several words

have been left out, write them at the foot of the page, and draw a line from them to the place where they should be inserted. If the matter omitted is too much to be thus written at the foot of the page, write on the margin the words, *Out, see copy*, and write likewise on the margin of the copy the word *Out*, and inclose the omitted words in brackets.

16. Letters Standing Crooked.—The marks here given show the mode of noting this defect.

17. Wrong Fount.—When a letter of a different fount has been inserted, mark it with a slant line, and write *w. f.* (wrong fount) in the margin.

18. No Paragraph.—When a paragraph has been made where none was intended, draw a line from the broken-off matter to the next paragraph, and write in the margin *No ¶*.

19. Left Out.—When a word has been left out, make a caret at the place, and write the word in the margin.

20. Faulty Letter.—When a letter is faulty, draw a cross under it, and make a small cross in the margin.

AN EXAMPLE OF A PROOF-SHEET

CORRECTED.

THOUGH several differing opinions exist as to the individual by whom the art of printing was first discovered; yet all authorities concur in admitting PETER SCHOEFFER to be the person who invented *cast metal types*, having learned the art of *cutting* the letters from the Guttengbergs: he is also supposed to have been the first who engraved on copper-plates. The following testimony is preserved in the family, by Jo. Fred. Faustus, of Aschaffenburg:

'PETER SCHOEFFER, of Gernsheim, perceiving his master Faust's design, and being himself ardently desirous to improve the art, found out (by the good providence of God) the method of cutting (*incidendi*) the characters in a *matriz*, that the letters might easily be singly *cast*, instead of being *cut*. He privately *cut matrices* for the whole alphabet: and when he showed his master the letters cast from these matrices, Faust was so pleased with the contrivance, that he promised Peter to give him his only daughter *Christina* in marriage, a promise which he soon after performed. But there were as many difficulties at first with these letters, as there had been before with *wooden ones*, the metal being too soft to support the force of the impression: but this defect was soon remedied, by mixing the metal with a substance which sufficiently hardened it.'

If an advertiser does not possess business wit, along with literary ability, he will never make a success of his calling. I have seen advertisements without the slightest literary merit, written in faulty English and set up atrociously, which nevertheless were great advertisements—great in their power of attracting people. They were full of business.—*M. S. Crawford.*

THE EDITOR.

Who weeps with you when you are sad,
And laughs with you when you are glad,
And never does the least thing bad?

The editor.

Who has to be both kind and wise,
And never (hardly ever) lies,
And when he does creates surprise?

The editor.

Who owns a heart as well as cheek,
Is possessed of spirit proud yet meek,
And lives on forty cents a week?

The editor.—*Exchange.*

SIGN painters are ever on the lookout for available hoardings, and while the Tract House, which stood on the corner of Nassau and Spruce streets, was being demolished, people wondered who would secure the wall of the Morse Building, which was made most conspicuous by the removal of the Tract House.

C. S. Houghtaling was successful in obtaining it; and there now appears in heroic letters, the announcement that he is prepared to carry out contracts in any part of the United States and Canada for sign advertising.

A FARGO, N. D., grocer advertises that, having no rent to pay, she can undersell all competitors who have.—*Bulletin and Trade.*

THERE may be money in the weekly newspaper business, but you do not find it when the editor has to write a column local calling attention to a three-inch ad.—*Caldwell (Kan.) Advance.*

THE man or woman bookkeeper, clerk or floor-walker, who writes advertisements between times, has no leisure in which to study how to conjure up catchy phrases or be terse and brief. Here is where your advertising artist shines supreme. He makes a life-study of this very thing. He knows how to cut it short. Such a man should not be regarded as an additional expense, but rather as a marked and brilliant economy. If he saves ten lines of space in your every advertisement he would earn his salary. Should he be able to save twenty-five lines in every card he would yield a very fair profit.—*M. S. Crawford.*

Some men have a peculiar genius for writing a striking advertisement, one that will arrest the attention of the reader at first sight. This tact, of course, gives the advertiser a great advantage. Sometimes a man makes himself popular by an unique sign or a curious display in his window. Recently I observed a swing sign extending over the sidewalk in front of a store on which was the inscription in plain letters:—

"Don't Read the Other Side."

Of course I did, and so did everybody else, and I learned that the man had made an independence by first attracting the public to his business in that way and then using his customers well afterwards.—*P. T. Barnum's Autobiography.*

Sure of Himself.—City Editor: Well, what did you learn about that accident on the P., D. & Q. Railroad?

New Reporter—Oh, it was nothing.

City Editor—Nothing! Why, the dispatches say it was terrible.

New Reporter—Well, I just came from the president of the railroad, and he ought to know.—*Life.*

THE MEDICAL PRESS.

The short essays and catalogues appearing in **PRINTERS' INK** from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the American Newspaper Directory for 1894.

There are 189 newspapers and periodicals devoted exclusively to medicine and surgery; 148 are issued monthly; 20 are quarterly; 9 weekly; 6 semi-monthly; 1 bi-weekly and 5 bi-monthly. They represent all the different schools of practice, although most of them are allopathic. Some are devoted to the treatment of special diseases and special surgical cases, and this is generally indicated in the title. As a class they are well printed, with numerous illustrations to supplement the particular information conveyed in the text, and bear strong evidence of prosperity.

According to the best estimate, the number of physicians of all schools is 118,500, or one for every 550 inhabitants. About 10 per cent are supposed to be Homeopathic; 5 per cent Eclectic and the remainder "Regular."

The Commissioners of Education report in 1889, 123 medical colleges, of which 92 are "Regular," 9 Eclectic and 14 Homeopathic.

The following is a complete list of medical and surgical publications accorded a circulation rating of more than 1,000 copies each issue. Circulations to which the asterisk is affixed may be relied upon absolutely:

WEEKLIES.	
St. Louis, Mo.: Medical Review.....	10,000*
New York, N. Y.: Medical Journal.....	7,500
Medical Record.....	7,500
Chicago, Ill.: Jour. Am. Medical Ass'n	5,000*
Philadelphia, Pa.: Medical News....	4,000
Baltimore, Md.: Medical Journal....	2,250
Boston, Mass.: Med. & Surg. Jour'l.	2,250
Cincinnati, O.: Lancet-Clinic.....	2,250
Philadelphia, Pa.: Med. & Surg. Rep'r	2,250
Times and Register.....	2,250
SEMI-MONTHLIES.	
New York, N. Y.: American Medico-Surgical Bulletin.....	21,000*
St. Louis, Mo.: Medical Fortnightly.	7,800*
Detroit, Mich.: Medical Age.....	4,000
New York, N. Y.: Am. Homeopathist	3,489*
St. Paul, Minn.: Northw. Lancet....	2,250
MONTHLIES.	
St. Louis, Mo.: Medical Brief.....	31,061*
Philadelphia, Pa.: Medical World....	25,000*
New York, N. Y.: International Journal of Surgery.....	20,000
Journal of Bacteriology.....	15,000*
Philadelphia, Pa.: Univ'l Med. Jour'l	11,161*
Medical Summary.....	10,000*
Boston, Mass.: Mass. Medical Jour'l.	6,117*

Philadelphia, Pa.: Medical Bulletin.	6,033*
New York, N. Y.: Gaceta Medico Farmaceutica.....	5,000*
Philadelphia, Pa.: Polyclinic.....	5,000*
Cincinnati, O.: Eclectic Med. Jour'l.	4,475*
New York, N. Y.: Gaillard's Medical Journal.....	4,287*
Chicago, Ill.: Medical Standard....	4,000
Cincinnati, O.: Medical Gleaner....	4,000*
Ohio Medical Journal.....	4,000
Danbury, Conn.: N.E. Med. Monthly	4,000
Kansas City, Mo.: American Journal of Surgery and Gynecology....	4,000
Minneapolis, Minn.: Minn. Northwestern Medical Journal.....	4,000
New York, N. Y.: Archives of Gynecology, Obstetrics & Pædiatrics	4,000
Der Hausdoktor.....	4,000
Medical Abstract.....	4,000
Trained Nurse.....	4,000
Philadelphia, Pa.: American Journal of the Medical Sciences.....	4,000
Annals of Surgery.....	4,000
Therapeutic Gazette.....	4,000
St. Joseph, Mo.: Medical Herald....	4,000
New York, N. Y.: La Revista Medico-Quirurgica.....	3,200*
Memphis, Tenn.: Medical Monthly..	2,800*
Providence, R. I.: Med. Science M'ty	2,800*
Ann Arbor, Mich.: Physician & Surg'n	2,250
Chicago, Ill.: Medical Era.....	2,250
Medical Times.....	2,250
Western Medical Reporter.....	2,250
Cincinnati, O.: Medical Journal.....	2,250
Kansas City, Mo.: Medical Record..	2,250
Lancaster, Pa.: Homeopathic Envoy	2,250
Homeopathic Recorder.....	2,250
Louisville, Ky.: Medical Progress....	2,250
Nashville, Tenn.: So. Practitioner..	2,250
New Albany, Ind.: Medical Herald...	2,250
New York, N. Y.: American Journal of Obstetrics.....	2,250
Journal of Cutaneous and Genito-Urinary Diseases.....	2,250
Journal of Nervous and Mental Diseases.....	2,250
Notes on New Remedies.....	2,250
Philadelphia, Pa.: Annals of Gynecology and Pædiatry.....	2,250
Hahnemannian Monthly.....	2,250*
University Medical Magazine.....	2,250
Richmond, Va.: So. Clinic.....	2,250
St. Louis, Mo.: Clinical Reporter....	2,250
Courier of Medicine.....	2,250
Med. and Surg. Journal.....	2,250
Medical Era.....	2,250
San Francisco, Cal.: Pac. Record of Medicine and Surgery.....	2,250
Toledo, O.: Med. and Surg. Reporter	2,250
Woman's Medical Journal.....	2,250
Westfield, N. Y.: Formulary and Druggists' Magazine.....	2,250
Atlanta, Ga.: So. Medical Record...	2,000*
New York, N. Y.: Archives of Pædiatrics.....	2,000*
Medical Missionary Record.....	2,000*
Indianapolis, Ind.: Ind. Med. Jour'l.	1,800*
Portland, Ore.: Medical Sentinel....	1,766*
New York, N. Y.: Jour'l of Comparative Med. and Vet. Archives.....	1,300*
Sacramento, Cal.: Occidental Medical Times.....	1,011*
Boston, Mass.: N. E. Med. Gazette..	1,000*
BI-MONTHLIES.	
New York, N. Y.: Homeopathic Journal of Obstetrics, Gynecology and Pædiology.....	2,658*
Detroit, Mich.: Harper Hos. Bulletin	2,500*
Easton, Pa.: Bulletin of the American Academy of Medicine.....	1,300*
Weyauwega, Wis.: Am. Med. & Legal Exchange Bureau Bulletin....	1,000*

QUARTERLIES.

New York, N.Y.: Therapeutic Review	25,000*
Detroit, Mich.: Leonard's Ill. Medical Journal.....	10,032*
New York, N.Y.: Journal of Electro Therapeutics.....	2,500*
Richmond, Ind.: People's Medical Review.....	2,250
St. Louis, Mo.: Annals of Ophthalmology and Otolaryngology.....	2,250
New York, N.Y.: Medico-Legal Jour.	2,000*

The above 89 publications have an aggregate circulation of over 400,000 copies. The remaining 100 papers, each rated as having less than 1,000 circulation, may aggregate 80,000 more, thus showing a total circulation for all papers of this class of about half a million. This circulation is, of course, confined chiefly to physicians, and allows as many as four papers to each reader. The proportion seems high, but as the circulation of the 37 publications to which the asterisk is affixed in the above list is guaranteed to be absolutely correct, and amounts to almost one-half of the total output shown, it is not unlikely that the remaining 150 may have as much more. At any rate, it goes to prove that the estimated circulations made by the editor of the Directory, if occasionally too low, are in the aggregate high enough.

The publisher of a leading medical journal in this city writes as follows: "We are inclined to think that a high-class, liberal journal, although primarily emanating from the Allopathic school, will be patronized by all classes; while, on the other hand, a journal issued by the Homœopathic fraternity is seldom patronized by the Allopaths. As to why this should be so is a question, for there are among the journals issued by the Homœopathic school a number of very excellent periodicals and which are deserving of support by scientific men."

DENTISTRY.

Seventeen publications are contained in this class. They are generally of small circulation. The only ones accorded a circulation of more than 1,000 copies each issue are:

Philadelphia, Pa.: Items of Interest.....	M. 8,992*
Dental Cosmos.....	M. 4,000
Dental Office & Laboratory, Bi-M.	2,250
Buffalo, N.Y.: Dental Practitioner and Advertiser.....	Q. 2,250

There are 27 colleges in the United States for the study of and conferring degrees in dentistry.

SANITATION AND HYGIENE.

Intimately connected with the medical press, and published in most in-

stances under the editorial supervision of physicians, are the papers of this class, intended primarily to convey instruction concerning the laws of health to the layman. The following is a list of all credited with a circulation of more than 1,000:

MONTHLIES.

Buffalo, N.Y.: Health Helper.....	15,000*
New York, N.Y.: Dr. Foote's Health Monthly.....	15,000*
Athol, Mass.: Healthy Home.....	8,729*
Battle Creek, Mich.: Good Health....	7,500
Philadelphia, Pa.: Annals of Hygiene	7,500*
New York, N.Y.: Babyhood.....	7,500
Hall's Journal of Health.....	7,500
Journal of Hygiene and Herald of Health.....	4,000*
Phrenological Journal and Science of Health.....	4,000
Sanitary Era.....	4,000
Humanity and Health.....	2,250
Sanitarian.....	2,250
Dallas, Tex.: Health Journal.....	2,250
Danville, N.Y.: Laws of Life.....	2,250
Louisville, Ky.: Health and Home....	2,250*
Oakland, Cal.: Pacific Health Journal and Temperance Advocate.	2,250
New York, N.Y.: Doctor of Hygiene	1,000*

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

PROCURE estimates of Dodd's Agency, Boston.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

WE want to buy a web perfecting press. ADVERTISER, Lyons, Iowa.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

ILLUSTR'D features for newspapers and advts. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

I WANT a position as advertising manager for some really good business house or newspaper. "STYX," care Printers' Ink.

I PART with \$10,000 to take interest in old-established daily paying 20 per cent. Address "GOOD PLANT," care Printers' Ink.

EXPERIENCED editor and manager wants to purchase whole or half interest in successful country daily. "M. L.," Printers' Ink.

WANTED—Agents to sell the Royal Fruit Picker. It does the work! A complete success! W. H. RAUCH, Wichita, Kansas.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

WANTED—Washington hand press, five or six col. folio; late model; must be in first-class condition. For cut proofs and price low, address Box 603, Columbus, O.

PRINTER—Good all-round man, used to foremanship of country office, wants situation. Single and steady. Good at reducing office expenses. A. W. MOOTE, 1434 Mich. Ave., Chicago.

JOURNALIST WANTED—To take interest in and editorial charge of prosperous high-class journal. Exceptional opportunity for capable man. J. K. LUNDY, 215 Madison St., Chicago.

An elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

BRIGHT, progressive newspaper man, with \$ from \$3,000 to \$5,000 cash, can secure good position, if competent, as editor daily and weekly, and 10 per cent guaranteed dividend on investment. "N. R.," Printers' Ink, New York.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

WANTED—A man who has had experience in the circulation department of large newspapers to take charge of a daily and weekly circulation. This will be a rare opportunity to right party. Address THE TOLEDO COMMERCIAL CO., Toledo, Ohio.

ARE you a publisher? Do you publish a paper to advertise your business? If so, you would do well to see our "Illustrated Features for Newspapers, No. 17." Free on request to persons really interested in these lines. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

COMPETENT man in all branches (30 years' experience) on daily and weekly, wants engagement. Has book bindery; wishes to combine with printing office or secure location. Will buy all or part of printing office in some live town; west preferred. Will make other combinations. CHAS. J. ROBINSON, Manistee, Mich.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

BICYCLE DEALERS—If you want to do a line of striking and effective advertising that will bring results at the minimum expense, send us your address for information. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

TRADE INCREASERS—We have a line of small and inexpensive cuts for advertisers that are just the thing where space is limited—attractive, effectual and always in good taste. May we give you full information? HARPER ILLUSTRATING SYNDICATE, Columbus, O.

LARGE DRY GOODS STORES—Doing extensive advertising will find a new line of cuts we have just issued exactly what they have been looking for. If your time is worth a dollar a minute it will pay to risk enough of it to inquire for full information. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

PREMIUMS.

PREMIUM users, write to KUHN & CO., Mo-line, Ill.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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"BOX o' Brownies" (rubber stamps, retail 25c.). EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. A. M. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

NEWSPAPER premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1115 Market St., Philadelphia.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

COUPON premiums, for all classes of papers. Entirely new. Every man, woman and child wants them. Will double your circulation from first issue. U. S. TRADING CO., Denver, Col.

Ad writers and compositors will be well paid by contesting for the special premiums offered for specimens of their skill in the INLAND PRINTER for June. Send 30 cents for sample copy. Published June 1. Six prizes offered. THE INLAND PRINTER CO., 212-214 Monroe St., Chicago.

ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

FRED H. SMITH, Orange Valley, N. J., has a patented score card. The best advertising novelty ever introduced. Send 5 cents for sample at once.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

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VICK'S MAGAZINE'S own artist will make special designs for advertisers.

FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

ALL kinds of drawings and designs made. E. LUTZ, 165 West Ave., Buffalo, N. Y.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

WARD'S imported note paper ("Old English Vellum"), 20 cents pound, cut any size. Envelopes to match. Send for sample. ALBERT B. KING, 67 and 69 William St., N. Y.

PUBLISHERS' COMMERCIAL UNION, 86 World Bldg., N. Y., 215 Madison St., Chicago. Furnishes lists of advertisers, with credit ratings, and makes collections. Send for full particulars. Yearly service, \$15.00.

NEWSPAPER sacks of new design for use by carriers and newsboys. Capacity twice the old style. Durable, waterproof and a "great adv." Write for miniature sack. R. GODSALL & CO., 146 E. Mound St., Columbus, O.

THE staple and universal stock in trade is: ink, brains and envelopes. The rule is to have more stock than this, yet some people find it unnecessary. Envelopes you must have. Billions are consumed yearly. We only care to print a half million a week, and rather print 500,000 at 5 per cent profit than 50,000 at 50 per cent. A check for \$6.00 and your copy will secure you 5,000 6½ XX white envelopes (good and strong), printed to order and a proof submitted. Samples, 2c. stamp. LANDON P.T.G. CO., Columbus, O.

ADVERTISING AGENCIES.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL indorse ST. NICHOLAS.

GIVE Dodd's Agency, Boston, a trial.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 10 East 14th St., New York.

ADVERTISING. City and country papers. See GEO. W. PLACE, 32 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

If you intend to advertise in any manner in the D. C., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor. 133 Nassau St., New York.

A LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

THE
PRINTERS' INK
ADVERTISING
BUREAU.

If you wish to so advertise
As to realize
The largest possible return

FROM
The smallest possible investment

Address
The Printers' Ink Advertising Bureau,
10 Spruce St., New York.
Your advertisement will be written by Printers' Ink Bureau of Advertisement Writers.
Illustrated by Printers' Ink Bureau of Advertisement Illustrators.
Set in type by Printers' Ink Press.
Inserted in papers selected by the Editor of Printers' Ink.
Contracted for by the Printers' Ink Advertising Bureau.
Terms: CASH. Generally in advance.

BILLPOSTING AND DISTRIBUTING.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

VICK'S 300,000 beats billposting, coz it's permanent.

R. H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

ALL kinds of advertising distributed throughout Lackawanna and adjoining counties. Charge moderate. Also signs nailed up. D. O. PRICE, 123 Sherman Ave., Scranton, Pa.

STREET CAR ADVERTISING.

A. J. JOHNSON, 361 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

AFTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. **E. T. KEYSER, 15 Beekman St., N. Y.**

GET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. **WM. T. BARNUM & CO., New Haven, Conn.**

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address **WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.**

CUTS of portraits for newspapers, \$1.50; half-tones for fine printing, \$2.00. First-class engravings for catalogue and book illustrations at low prices. Send for samples. **PHOTO-TINT ENGRAVING CO., 80 Dearborn St., Chicago.**

CELLULTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellultypes and cellultype machinery manufactured by the **J. F. W. DORMAN CO., Baltimore, Md., U. S. A.**

FOR SALE.

ADVERTISING space in **ST. NICHOLAS.**

ADVERTISE with Dodd's Agency, Boston.

\$1 **BUYS** 4 lines, 50,000 copies proven. **WOMAN'S WORK, Athens, Ga.**

30,000 **LETTERS,** '92 and '93. **A. B. DODGE, Manchester, N. H.**

FOR SALE—Daily newspaper in a prosperous Massachusetts city. Address "MASSACHUSETTS," care of Printers' Ink.

FOR SALE—Very cheap, an afternoon newspaper, published in a prosperous city. For particulars address "AFTERNOON PAPER," care Printers' Ink.

FOR SALE—Long established Republican daily and weekly in 35,000 Western city. \$25,000; less than half cash to right party. A bargain. "J. W.," Printers' Ink.

MY **CABINETS** for electrotypes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. **HEBER WELLS, 157 and 159 William St., New York.**

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. **AMERICAN ILLUSTRATING CO., Newark, N. J.**

FOR SALE—The Elk Rapids (Mich.) **PROGRESS.** Twenty years old. Fine job and advertising patronage. Republican town and county; ill health cause of selling. Address **BENJ. F. DAVIS, as above.**

FOR SALE The undersigned owns, and has owned for twenty years, 134 lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down; just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. P. Rowell, No. 10 Spruce St., N. Y.

FOR SALE—A Western trade journal, which has netted its proprietors over \$60,000 in the past six years, and is still growing; 1894 so far the banner year. Can be doubled. Will sell for a sum equal to the average yearly gross earnings for three years past, with half cash, balance monthly payments, secured by the property itself. Reason for selling, retiring from the business. Address "SUCCESS," care N. W. Ayer & Son, Newspaper Advertising Agents, Philadelphia, Pa.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

CAREFUL service at Dodd's Agency, Boston.

TRUTH tersely told by **W. ENNES, P. O. Box 155, New York.**

UP-TO-DATE ads. They'll please you. **DUPORT, N. Elm St., Westfield, Mass.**

IF you want a handsome little book, we will do the work, printing and all. **WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.**

WE have turned out more ads and better ones than any other house in the business. **WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.**

HERE'S a dead certain fact: The only way to find out whether I can write ads that you like is to give me a chance to write them. **MOSES, Box 283, Brooklyn, N. Y.**

CHARLES **AUSTIN** **BATES, New York, Vanderbilt Bldg.** 5 sample retail ads, 5c. My book, "Advertising for Retailers," giving my ideas, methods and experiences, 25 cents.

"THERE'S no use wasting words." I write ads, circulars, booklets, catalogues. My prices are reasonable. If the work doesn't suit, you don't pay. **BERT M. MOSES, Box 283, Brooklyn, N. Y.**

BUSINESS **BOOKS**—All you do: send particulars. I write, illustrate and attend to printing. 5,000 books, 4 illustrations, \$55; 10,000, \$90. Other people like 'em. **WALTER W. BRETT, 335 Central Park, West, N. Y. City.**

"BOOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. **D. T. MALLETT, publisher, 78 Reade St., N. Y.**

BECAUSE the Democratic party has gone mad is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to **W. P. WHEELER, 132 Nassau St., N. Y.**

I'M thinking, hearing, reading, seeing, writing and talking about the best methods of securing business for my clients all the time. Naturally I labor for a good many effective ideas. Let me mail you a copy of "Business Bullets," a brisk little booklet loaded to the "muzzle" with things I've jotted down in my peculiar way between jobs. One ad. 4c. If it don't suit, your money back. **JED SCARBORO, Box 63, Station W, Brooklyn, New York.**

IT looks easy to write a good advertisement, because it is nothing but the plain truth tastefully dressed in plain language. A touch of color here and there, and a graceful turn of the pencil, like the graceful turn of an ankle, serve to make it attractive. It's not always easy when one's head is full of business details to give just the right touch to an advertisement or a circular, but that is the time when my brain and pencil are at your service. Send the facts and say what you want, and I'll do my best to give you money-makers every time. Address **W. ENNES, P. O. Box 155, New York.**

TO LET.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

ADVERTISING space in **ST. NICHOLAS.**

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 35x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address **GEO. P. ROWELL & CO.**

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

MY North California list contains 7,000 names and post-office address; 25c. per 100 or \$2 per 1,000. Letters and circulars addressed. D. B. ROBB, Marysville, Calif.

1,900 NAMES and addresses '94 taxpayers Fayette County, Iowa, printed list, \$2.00 per lot. Circulars and samples distributed. BAKER, newsdealer, West Union, Iowa.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

SPECIAL WRITING.

SHREWD publishers like my confidential "ed. copy." It saves money and increases circulation. G. T. HAMMOND, Newport, R. I.

FOR special writing of any kind, poems for special occasions, stories, essays, descriptive articles, address "MARGRET HOLMES," 91 Highland Place, Indianapolis, Ind.

SEND \$1 for Fourth of July poem and story (syndicate). If they are not satisfactory you may have the dollar back. Refer to Indianapolis SENTINEL "MARGRET HOLMES," 91 Highland Place, Indianapolis, Ind.

ADVERTISING MEDIA.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 339 W. 51st St., N. Y.

CONSTANT increase in circulation is what pays. OUR HOME, Rose, N. Y., semi-mo.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

ICOVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers). Sworn circulation 35,330. CANADA READY PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CHIEF'S COMMERCIAL REPORTER, Marion, Ind.

THE OPTICIAN AND JEWELER guarantees circulation 25,000 copies each month among people who buy. 96 Maiden Lane, New York.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

20 CENTS a line; 100,000 circulation; AGENTS' GIFT; first issue June 12. P. O. receipts for proof. Space is going fast. Box 229, Rose, N. Y.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

"GOLLY, how she pulls! HOMES AND HEARTHSTONES is "she"; 50,000 pairs of eyes see it monthly; household journal; 40c. line; yearly, 25c. Send to WATTENBERG'S AGENCY, 31 Park Row, N. Y.

CHURCH MAGAZINES. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated. 10 So. 19th St., Philadelphia, Pa.

ADVERTISERS are finding that the Manchester SATURDAY TELEGRAM pays. Summer rate only 50 cents per line. Sworn circulation for April over 70,000 per issue. Send all orders for advertising to N. Y. Office, 517 Temple Court. C. E. ELLIS, Manager.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE SILVER CROSS, of 158 W. 23d St., N. Y., is the King's Daughters' magazine. The manufacturers of Bon-Ami say: "It has been the means of introducing our goods into hundreds of cities where we were not previously doing business." May we send you a copy?

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

AMERICAN SWISS GAZETTE (Amerikanische Schweizer Zeitung.) The only organ of the 300,000 Swiss population in the United States. Established in 1868. Adopted by the Swiss Legation in Washington and the authorities in Switzerland as medium for all official communications. To sell your goods to clannish Swiss you must buy space in their national newspaper. Advertising rates: 20 cents a line for one time, or \$25 an inch for a year. Offices, 116 Fulton St., New York.

MISCELLANEOUS.

ST. NICHOLAS.

USE the Persian Corn Cure.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

VICK'S MAGAZINE A1 + 1 - 0 - 300,000.

RELIABLE dealing with Dodd's Agency, Boston.

VAN BIBBER'S Printers' Rollers.

SEND cabinet photograph and 25c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.
RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

Advertising rates the cheapest in the State, in proportion to circulation. You cannot afford to skip Connecticut. Send for sample copy and rate card.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

THE DAY has three times the country circulation of any New London, Conn., paper.

WEEKLY TIMES: Hartford, CONN.

DISTRICT OF COLUMBIA.

A LERT advertisers advertise in **KATE FIELD'S** WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga., all home print; 1,600 subscribers.

KENTUCKY.

STOCK FARM, Lexington, the acknowledged authority on trotting horse matters.

TRI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

LOUISIANA.

THE SIGNAL, Crowley, proves 1,250 circ'n. 6 col., 8 p., all home print. Samples and rates.

MAINE.

BANGOR COMMERCIAL.

Daily average, nearly 5,000 copies.
Weekly average, over 11,000 copies.

The Daily and Weekly editions of the **COMMERCIAL** are larger than the corresponding editions of both the other papers in Bangor combined, and only one other paper in Maine has as large a circulation as the **COMMERCIAL**.

J. P. BASS & Co., Publishers, Bangor, Me.
PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

MASSACHUSETTS.

40 WORDS, 6c., 50 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

MICHIGAN.

40,000 PROVED CIRCULATION for only 15c. a line. Sample copies and proof of circulation free.
"ONCE A MONTH," DETROIT, MICH.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Woman's Home Paper. Pays Advertisers.

DULUTH. Population to-day, 75,000.
The most prosperous city in the country.

THE NEWS TRIBUNE
IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative,
73 Tribune Building, N. Y. City.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation, 33,000. Brings results. Our Catholic Premium Almanac, of which over 60,000 copies are distributed, is the most handsome book of this kind published, and brings results to advertisers. For specimen copy and rates address us. Ready for press July 1.

NEW JERSEY.

THE EVENING JOURNAL,

JERSEY CITY'S
FAVORITE FAMILY PAPER.
Circulation, - - - - 15,500.

Advertisers find IT PAYS!

NEW JERSEY—In its issue of June 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Jersey?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW MEXICO.

NEW MEXICO—In its issue of June 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Mexico?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW YORK.

ST. NICHOLAS.

VICK'S 300,000.
East of Rockies, 184,519. Fact.

VICK'S 300,000.
East of Rockies, 184,519. Fact.

VICK'S 300,000.
East of Rockies, 184,519. Fact.

VICK'S 300,000.
East of Rockies, 184,519. Fact.

THREE trial lines 25c. in Watertown (N. Y.)
HERALD—30,000 readers.

FOR any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

ROWELL accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

100,000 CIRCULATION. First issue June 13. 20 cents a line. **AGENTS' GRIP**, Box 229, Rose, N. Y.

THE LADIES' WORLD has had a paid average circulation (January to June, inclusive) of 363,750 copies per issue. No sample copies, but all circulation paid for in advance. Circulation will be still larger for last half of '94. Send for a copy and an estimate, S. H. MOORE & CO., New York.

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discount. For sample copies and further particulars address **F. M. LUPTON**, publisher, 106 & 108 Reade St., N. Y.

PUBLISHERS SILVER CROSS, 158 W. 3rd St., N. Y.:

GENTLEMEN:—

April 23, 1894.

We wish to congratulate you upon the great improvement in your paper, and we are pleased to state to you our belief in its value as an advertising medium, going as it does to such a select and desirable constituency. It has been the means of introducing our goods in hundreds of cities where we were not previously doing business. Yours very truly,
CHILDS & CHILDS.
Mfrs. "Bon-Ami" Soap.

A COMPARISON

During 1886 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

ADVERTISERS "Keep your eye on**GODEYS'**

because the reading public are getting, through us,

"**2** for the price of **1**,"

which means—"Practically your choice of any American Periodical Free."

NEW YORK—In its issue of June 27th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New York?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

The readers of

"LIFE"

are select and have the money to invest in articles of merit that meet their fancy.

NORTH CAROLINA.

THE CAUCASIAN leads in the State. Has the largest paid-up subscription.

NORTH CAROLINA—In its issue of July 4th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of North Carolina?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NORTH DAKOTA.

NORTH DAKOTA—In its issue of July 4th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of North Dakota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

OHIO.

MUSKINGUM FARMER for Southeastern Ohio. \$6 an inch this year. Zanesville, O.

WOMANKIND is a woman's paper. It is edited by women for women. It goes to women exclusively. It is read by women. They believe in it. No "off" or doubtful advertising is admitted to its columns at any price. Every man or firm using its ad columns is unreservedly recommended to its readers in black letter at the head of its editorial columns every issue. It now has a guaranteed circulation of 50,000, which is going up at the rate of about 3,000 per month. The ad rate is low. It is issued simultaneously from New York City and Springfield, Ohio. It will pay you to use its columns if you are a reputable advertiser. If you are not "square" you can't get in at any price. GEO. S. BECK, Eastern Manager, 193 World Bldg., New York City.

OHIO—In its issue of July 11th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Ohio?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

OKLAHOMA.

OKLAHOMA—In its issue of July 18th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Oklahoma?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

OREGON.

OREGON—In its issue of July 18th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Oregon?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

PENNSYLVANIA—In its issue of July 26th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Pennsylvania?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

RHODE ISLAND.

THE NEWS, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

NEWPORT DAILY NEWS, a high-class paper for best readers. Established 1846.

TEXAS.

THE POST: Houston, TEXAS.

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under forfeit of \$100. E. C. BECKWITH, Sole Agent Foreign Advertising New York and Chicago.

WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WISCONSIN.

EXCELSIOR, Milwaukee. The leading German religious newspaper in Wisconsin.

RACINE EVENING TIMES, Racine, Wis. Circ'n under oath exc'ds 2,000 paid copies each is-ue.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

SO. & CEN. AMERICA.

PANAMA STAR AND HERALD—D. and w.: pub at Panama; est. 1849. Eng and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.

The American Newspaper Directory for 1894.

An advertiser whose long experience in the advertising field qualifies him to speak as an authority, and makes his views of importance, is Mr. J. F. Place, the advertising manager of the Rochester Lamp Co., of New York City :

"In the twenty-five years I have been connected with the advertising business," said Mr. Place, "I have always held that an advertiser is perfectly right in demanding an accurate statement of the circulation of any paper he is asked to patronize. I should regard an advertiser as a very poor business man if he failed to insist upon the most convincing evidence of the correctness of the circulation claimed by any paper he purchases space in. I am persuaded that the circulation ratings accorded in the American Newspaper Directory are not influenced by any business or personal motive.

"I judge that they follow the same rule in the strict impartiality and truthfulness of their circulation ratings that the managers of a commercial agency do in their credit ratings.

"In choosing between the statement of a publisher and the rating accorded him in the American Newspaper Directory, I naturally accept the latter. I would give the circulation statement of the average publisher the same credence that I attach to the statement of the average merchant, when seeking credit, in respect to his capital, business and standing. In giving a merchant credit, any firm to whom he is unknown would ask for reference, and consult Dun or Bradstreet as to his rating. It is exactly the same in the case of a newspaper publisher who solicits advertising. When his statement is received, the shrewd and experienced advertiser immediately consults the American Newspaper Directory in order to ascertain the rating accorded the circulation of his paper therein.

"I believe an advertising expenditure founded on the circulation reports in the Directory would be far more satisfactory in its results than if the publisher's statements only were considered, on the same principle that a mercantile business is more likely to be successful if Dun or Bradstreet's reports are accepted rather than the bare statements furnished by customers.

"I am convinced that the hundred dollars offered by the publishers of the Directory for proof of false reports insures their accuracy. It doubtless has a tendency to cause newspaper proprietors and managers to exercise caution in making their returns, and I judge from the small proportion who avail themselves of this privilege, thereby receiving a guaranteed rating, that they are fairly well satisfied with the estimates made of their papers' circulation. It seems to me that if they were under-rated they would certainly take the necessary trouble to make a true statement, and thus obtain proper rating. As I understand it, all the American Newspaper Directory publishers require is a simple statement of the number of each issue for a year. In justice to the advertisers who purchase the Directory, they could hardly demand less. It would be a reflection on the intelligence of any publisher to suppose he is ignorant of the number of copies of his paper printed. The natural presumption then is that, without a circulation statement from him, the rating accorded by the Directory is satisfactory, and that his paper receives credit for all the circulation it possesses."

PRICE FIVE DOLLARS.

Net cash. If delivered by mail, 30 cents extra is required for postage.
No reduction or commission to any one.

GEO. P. ROWELL & CO., PUBLISHERS,
10 SPRUCE ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

ISSUED every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

NEWSPAPER publishers who desire to subscribe for **PRINTERS' INK** for the benefit of their advertising patrons can obtain special terms on application.

BEING printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

EXCEPT by special assignment, **PRINTERS' INK** does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

IF any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks, - 18,115 copies

NEW YORK, JUNE 13, 1894.

DESIRE originates motion; a good ad creates a desire in the reader's mind which impels him to become a purchaser.

IT is the infinitesimal flaw that renders a shaft useless. So it is the neglected details that prove disastrous to advertising.

LET your advertisements ring with a genuine tone of truthfulness; such ads convince the reader that there is reliability in you and your wares.

IT takes more money and greater exertion for a merchant to keep up with his competitors without advertising than it does for him to employ its agency discreetly.

ADVERTISERS have a right to demand that the fictitious valuations publishers place upon their advertising space, by misrepresenting circulations, be shown up and that the normal value be made the basis for contracts.

WHILE you should endeavor to lighten your business of all unessential burdens and exercise strict economy in order that you may ride the turbulent sea of business depression, remember that it is not economic to let up on advertising. When you cease to advertise you snap the rudder chain, and rudderless you will drift into the dead sea of business stagnation.

SENSIBLE advertisers appreciate the fact that religion and politics should never furnish material for advertisements. Their use is sure to lead one on to dangerous ground, for while he tickles one reader he slaps another.

YOU can trace a resemblance between the merchant who, when hard times bear him down, seeks safety by withdrawing his name from the public gaze and the ostrich who, when it is in danger, considers itself safe when its head is buried in the sand. The man who buries his business prospects by refusing to advertise should bury himself and have done with it.

THE notion that any kind of an ad will do results in frequent advertising failures. Why the same amount of attention should not be expended on the advertising of a firm that is given to the other branches, is an enigma. Nothing pays that is conducted upon unsound principles, and it is not good business to accept anything but the best when you pay a first-class price. It costs as much to run poor ads as good ones; the fact is it costs more, for you lose the profits you might realize if your space was occupied by a trade-drawing announcement.

IT is the general impression that business in all lines will be good next fall, but quiet during the summer. A wise advertiser, who, in anticipation of this, makes yearly contracts now, will be in the best position to take advantage of a brisk fall trade, and it is highly probable that the yearly price demanded for space by publishers now will, in many instances, be no more than the nine months' prices insisted upon then.

THE advertiser from down East who reads the story, printed in other columns, of Leadville's first newspaper will find it easier to understand the sort of letter he sometimes receives from an editor on the frontier in response to an offer of an eight-inch ad to be inserted six months for \$3, with a suggestion that a free notice and the regular agent's commission will also be expected. The newspaper man's response may seem needlessly energetic, but it don't half express the feeling with which it was penned.

THE man who is straightforward in his advertising is sure of holding trade.—*Ex.*

NEVADA.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

In point of population Nevada ranks last of all the States; in area it is the sixth. It is also the last in number of newspapers issued within its borders.

The following is a complete list of the towns in Nevada having more than 3,000 population:

Virginia City.....	8,511
Reno.....	4,000
Carson City.....	3,950

There are dailies in all the above towns, but the only newspaper in the State accorded a circulation of more than 1,000 copies each issue is

Virginia City.....Ev'g Chronicle.....D. 2,250

A former Nevada journalist sends the following:

Your question, "What papers shall an advertiser use to reach the people of Nevada?" presents some peculiar phases, inasmuch as the population is very much spread out; the papers published in the State which are worth considering are small and very much on an equality, and the political status is peculiar.

To enumerate the papers which could be utilized, they would be, naming the State's papers first: *The Morning Appeal*, of Carson City; *Enterprise*, Virginia City; *Journal*, Reno; and *Silver State*, of Winnemucca; other papers: *Chronicle* and *Examiner*, San Francisco, and *Tribune*, Salt Lake City. Of these a judicious selection would be the *Morning Appeal*, *Silver State*, Salt Lake *Tribune* and one of the San Francisco papers.

The reasons are as follows: Nevada has developed a silver party, owing to its chief industry, which sent an independent representative to Congress and carried the whole State in old Republican strongholds. The silver party "rules the roost" in every precinct. The progenitors of the new political organization were the *Silver State* and the *Morning Appeal*, and they are still the recognized champions of the fight, hence reach, directly or indirectly, every reader in the State—the former those of the eastern portion and the latter those of the western, as well as of other portions. The *Appeal* is one of the oldest papers in the State, having been published uninterruptedly for about twenty-five years. From a long employment on one of the large San Francisco dailies, where all of the Coast exchanges passed under my scissors, I am prepared to say that no one Coast paper, great or small, is quoted as often as is the *Morning Appeal*. So much for Nevada's own publications.

The San Francisco papers mentioned have extended their circulations throughout the coast States until they are nearly or quite as widely read in Nevada as are its home journals. They are strong advocates of silver, hence get a respectful hearing in every home. They smack of the metropolis as the home papers do not, and are therefore most carefully perused. While an advertisement might become more or less involved in the multiplicity of announcements with which their

columns teem, a statement directed to the people of Nevada would meet many scrutinizing eyes.

Finally, the *Tribune*, published in Salt Lake City, is almost a part of Nevada. Its editor, Judge C. C. Goodwin, was for many years a resident of the Comstock, where he edited the *Territorial Enterprise*. He was a citizen with the miners so long that he will ever be identified with the history of the State. Since assuming the management of the *Tribune* Judge Goodwin has been one of the strongest and most able advocates of silver. His words are regarded almost as sermons and his paper is all but venerated by its readers. The papers of Nevada constantly clip from the *Tribune* and echo its sentiments. The paper itself is generously circulated throughout the State. Unquestionably it is one of the very best mediums through which to reach the slender population of the silver and sage brush State.

PHIL MIGHELS.

NEW HAMPSHIRE.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

In point of population New Hampshire is the thirty-third State. In area, the forty-fourth. It is also the thirty-seventh State in the number of newspapers issued within its borders.

The following is a complete list of towns in New Hampshire having more than 5,000 population:

Manchester.....	44,126
Nashua.....	19,311
Concord.....	17,004
Dover.....	12,790
Portsmouth.....	9,827
Keene.....	7,446
Rochester.....	7,396
Laconia.....	6,143
Great Falls.....	6,000
Claremont.....	5,565

No daily is issued at Rochester, Laconia, Great Falls or Claremont, and no daily or weekly credited with over 1,000 circulation is published in Nashua or Claremont.

The following is a complete list of the papers in New Hampshire accorded more than 5,000 circulation.

Circulations to which the asterisk is affixed in the following lists may be relied upon absolutely:

Concord ... Ind. Statesman.....	W. 7,500
People and Patriot.....	W. 7,500
Manchester, Mirror and Farmer...	W. 17,500
Union.....	D. 7,500
Saturday Telegram.....	W. 47,563*

Below is a complete list of the papers in New Hampshire, not already enumerated, accorded more than 1,000 circulation:

Bristol.....Enterprise.....	W. 1,575*
Canaan.....Reporter.....	W. 1,200*

Concord.....	Christian Reporter.....	M.	4,000
	Granite Cutters' Jour.....	M.	4,000
	Church Fly Leaf.....	Q.	2,400*
Derry.....	News.....	W.	2,200*
Derry Depot, Mail.....		W.	1,600*
Dover.....	Foster's Democrat.....	D.	2,250
Exeter.....	Gazette.....	W.	2,250
	News-Letter.....	W.	2,250
Great Falls.....	Free Press.....	W.	2,250
Hillsboro Bridge, Messenger.....		W.	1,217*
Keene.....	Sentinel.....	W.	4,000
Laconia.....	Democrat.....	W.	2,500*
Lancaster.....	Democrat.....	W.	1,800*
Littleton.....	Courier.....	W.	1,600*
	Republic-Journal.....	W.	3,836*
Manchester.....	Mirror and American.....	D.	2,250
	Union.....	W.	4,000
	Budget.....	W.	2,250
New Market, Chr. Witness.....		M.	1,300
Portsmouth.....	Times.....	D.	2,250
	".....	W.	2,250
Rochester.....	Leader.....	W.	1,036*

To the Manchester *Saturday Telegram* is accorded the largest circulation of any paper in the State—by far the largest. It is the only paper in the State having more than 5,000 circulation that is ready and willing to make known its exact issues. It probably prints more copies every issue than all of the other Manchester papers combined. It is, however, peculiarly a man's paper.

To appeal quickly to the people of New Hampshire, the best advertising medium is the Manchester *Daily Union*. It finds its way to every corner where a newsboy or a railway train ever comes, and is eagerly sought because it carries the news some hours earlier than it can be had from the Boston dailies.

The Concord *Independent Statesman* and Concord *People and Patriot* also are papers of wide influence, and circulate over the entire State.

Manchester employs 15,000 hands in its various mills and factories. Both Nashua and Dover are manufacturing centers.

LORD ROSEBERRY'S attack upon landscape advertising in his academy speech the other day has given an impetus to agitation on the subject. One of the greatest countryside advertisers announces that he will cease this manner of intruding pills on the attention of the public. The tacit boycotting of all concerns which disfigure landscapes is becoming a strong and popular policy. It is without open organization, because such a movement would be of doubtful legality.—*N. Y. Sun*, May 12.

The following appeared in the "want" columns of the Montreal *Star* recently:

WANTED—BY AN ENGLISHMAN, A LIGHT situation, night work preferred, steady work; delicate health; honest, reliable, total abstainer; no education, speaks French; he is the son of the private secretary of the Lord Chief Justice of England and sadly in want of work; married. Apply personally, Cooper 308 Plessis street.



ADVERTISING FOR BIDS.

SIGNS OF SPRING.

"Isn't it pleasant," said one railway passenger to another, "to see all these signs of spring?"

"Yes, and there are so many of them too. We haven't passed a single barn that didn't have a patent medicine ad on it."—*Washington Star*.

A NEWSPAPER recently started in Oregon has adopted the motto, "We mind our own business." If this is adhered to, the paper will not be much of a success.—*The Fourth Estate*.

A PROMINENT business man and regular advertiser was asked the other day what he thought the result would be should he give up advertising. His answer was: "Well, I should save considerable money the first year, but I should lose a bigger pile the next two years."—*Muscatine, Iowa, Journal*.

A SUBURBAN paper, reporting a meeting of a Woman's Dress Reform League, says: "Thirty odd women were present."—*Philadelphia Record*.

THE Des Moines, Iowa, *Leader*, is announcing its actual circulation from day to day under the editorial head. It is said to be the first paper in that city to adopt the policy.

COUNTRY people don't like jokey ads as well as some advertisers think they do. Country people like earnest business.—*M. B. Taylor*.

"THOSE who use our goods are very much attached to them," is what a porous plaster company advertises.—*Advocate, Chester, Pa.*

FAVORABLY SITUATED.

From the Baltimore *Sun*, May 15, 1894.

FOR SALE—CIGARETTE AND CANDY STORE: good stand; opposite school and church. Apply 319 EAST EAGER ST., cor. of Hillman St.

WHEN a man is asked to foot a bill how can he be blamed for "kicking?"—*Yonkers Gazette*.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. **PRINTERS' INK** is a clearing-house for ideas—this is the retail branch.

Mr. Geo. L. Mitchell, of the firm of Mitchell, Fletcher & Co., Philadelphia, does some of the cleverest advertising that comes under my notice. Less than a year ago he published a grocery catalogue under the title, "Secrets of Good Food." It was noticed in **PRINTERS' INK** at the time, but it is good enough for two notices.

The last thing I have seen from Mr. Mitchell is a batch of circulars. I do not know how they are distributed, but they are of a size to go into ordinary envelopes, and I presume that they are sent out in that way, and also in the packages which are delivered from the store.

The particular merit of Mr. Mitchell's work lies in the fact of its evident sincerity and truthfulness. The effort seems always to be to state the case exactly as it is. The impression one gets from the writing is that in this store over-statement is not necessary.

One of the catch-phrases which is used on several of the articles is, "Please remember: if it is something very nice, we have it." The writing seems to be merely a clear, clean statement of facts, without any trimmings or unnecessary adjectives.

That is the chief factor in the advertisement writer's art—the ability to preserve what Poo-Bah called an "artistic verisimilitude." Here's a sample:

"WESTMORELAND" HAMS

Are a specially nice, tender, mild-cured ham.

The quality of the meat is, of course, a great consideration, preparatory to the curing of it.

In the pickle used in curing, however, lies the great secret of flavor.

"Westmoreland" Hams and Bacon have proven most popular because of their tenderness and flavor.

MITCHELL, FLETCHER & CO.,

Chestnut and 12th Streets,
PHILADELPHIA.

There is something in every one of these circulars which would bear reproduction. One other quotation will have to serve as an index to all of them:

We are in the fine grocery trade. The bet-

ter service we can give our friends, the better we serve ourselves. Each season we have covered greater extent of territory and gained more frequent deliveries. This season is not an exception. Our salesmen call for the grocery orders a day or two in advance of our wagons, which make regular deliveries of groceries to the following named points on the days set opposite.

There is an example of the general style of Mr. Mitchell's work. There is no straining after verbal effect, no apparent effort to convince, and yet it is strongly convincing. The writer has something to tell people, and he tells it as plainly and as strongly as it can be done.

If more advertisers would think about their advertising in this way, it would be a great deal better and a great deal more profitable.

* *

Mr. Frank P. Larkins writes the advertisements for Duncan's Department store at Williamsport, Pa. He does it very well. There is the same criticism to be made on these ads that I have made on some other department store advertising. There is too much generality and not enough prices. One ad which I have is ten and a half inches long, and has seven and three-quarter inches given up to display lines. There is not a price in the entire ad. I would be willing to bet that it didn't pay. I know from experience that there is nothing so good as prices in advertising a diversified stock.

A department store depends on women for nine-tenths of its business, and women look for prices. They have to. Generally, most of the economizing that is done in the household is done by the feminine portion of it. It is they who are depended upon to make the daily income a little-bit more than cover the daily expenses. They are always open to an argument of prices. You can put in some other kind of argument, too, if you like, but if you forget the prices, you lose two-thirds of the value of the advertisement. One

of the ads which Mr. Larkins sends starts out very well, but instead of following this opening talk with a list of prices on the labor-saving household implements, he goes on with more talk. There are only two prices in the whole ad, only two articles mentioned definitely.

DUNCAN'S DEPARTMENT STORE.

IT'S EASY ENOUGH

to clean house, when you have the proper things to work with. A great deal of time and labor is saved when one is well equipped with the necessary implements, and the dirt and dust vanish in almost no time.

* *

G. Phillips & Son, of Chatham, Eng., send a couple of circulars. One of them is merely a list of prices, and therefore needs no comment. The other is a four-page affair, printed in the usual English style, which, by the way, is very bad. The circular is about tea, and the reading matter is good. The back page is devoted to Phillips' Essence of Cocoa, the advertisement of which commends itself for the moderation of its language. Its merit is very much like that of the work of Mr. Mitchell. The Phillips circular says: "Phillips' Essence of Cocoa is warranted to equal all other brands in absolute strength, purity and richness of flavor. It is perfectly genuine cocoa, and free from all chemicals. By the method of manufacture, the superabundance of oil in the cocoa is forced out by hydraulic pressure, and the digestibility of the article much increased. The price is exceedingly moderate, and brings it within the reach of the most economical buyer. There is both food and drink in it."

The tea part of the circular says: "When you buy tea, pay for it. Don't pay for costly lead packing, don't pay for showy advertisements, don't pay for heavy working expenses." It says several other good things, but that is all I have room for.

* *

I have a letter from Neil R. MacDonald, who does the advertising for Charles H. Slack in Chicago.

Mr. MacDonald says: "Mr. Slack is averse to much display. He wishes

to advertise as 'The Purveyor.' I would like a candid opinion as to the merits of the inclosed ad for Sunday papers."

The ad starts out with the picture of a bull's-eye and the statement: "The purveyor hits the bull's-eye with prices and quality. Competitors cannot get near it." The last sentence in the ad is: "Slack is a good marksman, uses good ammunition and knows where to shoot." There is a list of prices sandwiched between the two slices of "funny business." The display outlined is good, so far as that goes, but display is not half as important as the matter is which goes into the ad. The price part of the ad sent is all right, but the rest of it could have been boiled down into about one-third of the space occupied without affecting the effectiveness of the ad. I do not believe in this "ad-smith" advertising. Once in a while it may be well to put a simile into an ad if it is one which is very pat and pertinent. The trouble with these things is that they are likely to be flippant and undignified. I think the best thing the advertiser can do is to talk plainly and earnestly, say what he has to say, and quit. I have not very much use for pyrotechnic English and the straining after verbal effects which is apparent in a great deal of the present day advertising. This sort of thing may be very smart, but I doubt if it makes sufficient impression on the readers' minds to make buyers out of them. The sale of goods, either directly or indirectly, is the end to be attained in all cases. After everything has been said and said over again, that is what the advertiser is after, and I believe common sense will do it oftener than anything else will.

* *

Wm. Lake & Co., of Saginaw, Mich., want to know the best way to advertise a local fire insurance business. Mr. A. W. McGowan, of Iliou, N. Y., wants to know the best way to advertise local life insurance business.

Practically the same conditions govern both lines of insurance, so that a good method of advertising one would be almost equally applicable to the other.

Mr. McGowan has been distributing printed matter of his own in every house in his district every two or three weeks. He says that these advertisements have about paid for themselves.

This I consider quite a remarkable showing for that kind of advertising. If advertising is successful, it must do a great deal more than pay for itself; but, so far as I have been able to discover, the only advertising which will do this is newspaper advertising. I do not know of a better way to advertise the insurance business than to do it in the local paper. An insurance solicitor knows exactly what he is going to say to the man whom he canvasses personally. He knows all the arguments in favor of insurance in general, and his own company in particular. That is exactly the sort of stuff he ought to put into his ads, with a change of copy every issue. He doesn't need display, or, at most, he needs very little display. I would get in a complete, solid, convincing argument, even if I had to set the ad in brevier solid. Probably fewer people will read a long ad than would read a display notice in the same space, but those who do read it are more likely to be convinced by a long talk if all of the words are necessary to the argument and are not simply space-fillers.

An advertisement will probably not sell insurance by itself. The general method of canvassing and personal solicitation in the insurance business makes this very unlikely. As Mr. McGowan says: "When I get a return with a man's name, age, etc., I send a statement immediately, then, in a day or two, I see the man personally. That is what I am after."

That is the whole story. If persistent advertising is done on the lines I have indicated, the whole community will, after a time, be in a proper state of mind for the canvasser to talk to.

This newspaper advertising might be supplemented by a series of nicely printed circulars or postal cards, sent out about once a month to a selected list of business men. I should think that a personal letter, sent out with self addressed postals inclosed, asking the recipient to make an appointment for an interview, would prove an effective way of bringing the business before them. If the letter is courteously worded the chances are that courteous replies will be received from quite a large proportion of those to whom it was sent. However, I consider everything else subordinate to newspaper advertising. That gives a business dignity and gets it a consideration which it would not otherwise have.

For a Drug Shop.

KATE

went there and bought a bottle of perfume; there was a new, harmless polish for her rings; she bought some of that.

BOB

went there and bought a stamp to send her a letter just a minute later; also a new comb.

TOM

went next and bought cigarettes, medicated, for a cold.

WHERE?

MIXUM'S THE DRUGGIST'S.

For Furniture—(By E. French).

Is Marriage A Failure?

Less need to ask if more people would consider how much solid comfort and contentment is afforded by an attractive piece of furniture. For instance, our

Sideboard at \$22

in quartered oak, cherry or mahogany, modest but *real* carvings, an oval plate glass at back, brass claw castors. Joining work is all mortised or dovetailed, and the varnish work, though not equal to that on pianos for example, is honest and durable. We like to show this sideboard.

Goode, Woode & Company.

*For Clothing—(By Jos. B. Mills,
Paterson, N. J.).*

Are You One of the Fortunate Ones?

We are speaking of the special line of Spring and early Summer Suits we are offering at \$12.00 and \$15.00—something extra at \$18.00 and \$20.00.

If you are any judge of prices you will see at a glance that those we quote are "rock bottom."

We are not selling these goods at a loss to ourselves, but at a little above cost of manufacture; you know we are not in the business for the enjoyment to be found in it. We're here to make money, but by selling at a low price we practically share the profits with you.

If you take this hint you will indeed be one of the "fortunate ones."

For Pianos—(By E. French).

Wears Like Iron

Is what a teacher tells us of a Hardman Piano which she and her pupils have used constantly for nearly 11 years. Add to this quality the full, rich, yet brilliant tone and the fine, sympathetic touch, all within a remarkably artistic case, and you see why the World's Fair people rated it so highly.

We sell other makes, but none possessing more all-around merits.

CURTIS & FRENCH,
Red Bank, N. J.

The Hardman Piano.

*For a Shoe Dealer—(By C. A. Woolfolk,
Louisville, Ky.).*

A Striking Resemblance

between Tan Shoes that are good and Tan Shoes that are bad. Remember that "all is not gold that glitters" and

Don't Be Deceived.

Come in and let us tell you about the differences in Tan Shoes.

For Sewing Machines—(By E. French).

A Pot Of Money

and much wear and tear, mental and physical, may be saved by using the patent lock-stitch, easy-running,

Helpful Sewing Machine

which almost "goes itself," because fitted with ball bearings like a bicycle.

We have not seen ALL the machines in the world and can't, therefore, say this is the best; but we have seen a good many and this is unquestionably the best we have seen. It costs \$70, and you pay nothing for the name though it is a good one.

LET US SEND
SOME MACHINE LITERATURE.

*For a Dentist—(By C. H. Fentress,
Cleveland, O.).*

PRETTY

nearly everybody likes to see pretty teeth, but we cannot all have them—that is, our own natural

TEETH

The next best thing to do is to consult a first-class dentist. You know that there are some good dentists, and again there

ARE

some who are blacksmiths—at their trade. It requires the services of a good mechanical artist to produce for you a set of teeth that are comfortable, look natural and are really

ATTRACTIVE.

Our prices for the next 30 days are:

Amalgam filling, \$1.50
Gold filling, . . . 4.00
Gold crowns, . . . 8.00
Full set (best). . . 12.00

For Meats—(By Meade L. Boyd, Fostoria, O.).

JACK SPRAT

COULD easily have been satisfied at our place. Our steaks are tender, lean and juicy.

Popular Meat Market.

*For a Grocer—(By Jos. B. Mills,
Paterson, N. J.).*

We're Here To

Grow, Sir!

Being new at the business we do not attempt to "run the town" as yet; we will be satisfied for a while with a small share of the trade, but when it is once seen by the open-eyed purchasers that we keep nothing but A1 goods our competitors will have to hustle.

We mean business.
We are here to stay.
We mean to grow, sir.

All we ask is a visit to our store. Examine our stock; your opinion will undoubtedly be, that's a "Model Grocery Store."

Jayson Brothers,

PASSAIC, N. J.

Ask Central for 789-B.

SHOW ADVERTISING.

By John B. Davis.

It appears to be a popular belief, to a great extent, that the advertisement writer is of modern creation. As a matter of fact, men whose only business or profession was that of writing ads lived, flourished and were gathered to their fathers long before many of the "ad builders" of to-day were born. Their origin was due to the circus, and for years no tent show of any size has been considered completely equipped without at least one good writer of advertising matter. There was ample need of them generations ago, when tent shows were much smaller than they are now, because more free reading notice space was given with contracts then, and enough legitimate paid-for advertising is used to-day by every large show to keep at least one or two men busy writing copy. For a long period before and after the war, when a showman paid a country weekly two or three dollars for advertising space, he could get enough columns for free reading notices to keep his writer busy grinding out copy for two days.

These men—"show writers," as they were called—received good salaries, and they had to be first-class all-around men, with a combined thorough knowledge of newspaper work and the tent show business.

Dr. Jones wrote for Charley Castle over thirty years ago. Castle was an agent and when he was connected with different shows Dr. Jones stayed with him. In this way he wrote copy for Barnum, Dan Rice, Forepaugh, John O'Brien and others.

Away back in the 50's Dr. Spalding, of Spalding & Rogers, had Van Orton write for him, and advertising writers flourished long before this.

A number of years ago Charley Stone and W. W. Durand wrote for Barnum. Each man had an individual style and so the work was specially divided. They both began and swung away independently of each other, and when they had got a lot of stuff written they sent it up to Barnum, who was in Bridgeport. The great showman read the copy and then packed it in a starch box and expressed it back to New York to the writers with this message: "You are both good writers and good liars, but your lies do not agree. Please re-write this stuff and have your lies uniform."

Barnum was not a very systematic man, but he was particular about his advertising and personally passed upon all important copy before it went to the printers. I think he would have made as great a success in the newspaper field as he achieved as a showman. He owned a paper in Danbury when he was a young man, and at one time it was a toss-up whether he would stick to the business or start in as a showman.

Tent shows are and have been more liberal users of newspaper space than many other classes of amusements, and the general methods have been changed but little in generations past. The staple mediums are newspapers and lithographs, or "pictorials," as they were called, and flyers and snipes were used as aids.

It was not till comparatively recently that we had any fine colored lithographs, and years ago our pictorials were printed from pinewood blocks. Jonas Booth introduced fine color printing to the showmen. He was a pictorial printer in London and came over here in 1803. Among his earlier and best customers in the show business was June Angevine, John Robinson, Dan Rice, Spalding & Rogers and Van Amberg.

Years ago showmen used to hustle quickly over the country and show in only one town in each county, especially in the West.

An advance gang of men would start from a central point early in the morning, with wagons, paste and posters, and at night the entire county would be billed. It was a great hustle, as can be imagined, and each wagon would often cover from fifty to sixty miles. The force required to do this varied from five to eight billposters and as many wagons. One of our principal forms of auxiliary advertising was the use of couriers. These couriers were practically sixteen-page papers, filled with stories, poetry and miscellany, and, of course, interesting descriptions of the show. As there was no such thing as plate matter then, everything had to be set up, and as the matter in the couriers was changed frequently, it kept the writers pretty busy in addition to their other work. Couriers were printed in lots of 500,000 and upward, and a copy was left at every house in the county, both in village and country.

After this advance work was done

the press agent, a little later on, would visit the offices of the local papers. Their circulations were not very large, but every copy was thoroughly read and then passed around among the neighbors. Advertising in these country weeklies used to have a greater and better effect in proportion to the circulation and expense than advertising does in the big dailies at the present time.

The rates which showmen secured were very low, frequently as low as \$1 a column for one insertion; but we would throw in at least twenty tickets with every advertising contract.

Those were great days for the country editor. Times were often rather hard and money tight. When the circus came to town he would get some ready cash and see a great moral show free of expense. All hands in the office would take in the performance, from the editor and his wife and children down to the devil and his best girl.

The reading notice space we used to get free of cost was something wonderful. The editors would actually print all the stuff our writers would give them, and I really believe they felt under obligations to us for furnishing them with so much free copy. The press agent was a welcome visitor to the sanctum in those days, and was regarded with mingled awe and respect while he chatted with an admiring group and talked of news in the outside world.

The lowest newspaper rate I think I ever secured was in 1885 in Fond du Lac. I got space in all the local papers, some half dozen in number, for \$8, and it amounted all told to about eight columns. For a long time I made it a rule not to spend more than \$8 or \$10 in a place unless it was a large city; but this was along in '73, when times were hard and business poor. Then we gave away tickets corresponding many times over in value to the cash we paid, and they were about as good as cash, in a sense, for in those days every one, from the minister down to the small boy, had to go and see the circus, if it was a possibility, whenever it came to town.

The general policy of show advertising was about the same with all showmen. It was, briefly: "Exaggerate, but try and fill the bill." If a show had tigers it did not matter much how many appeared on the pictorials, and

if a giant was with the company the artist was very slow if he did not make him appear at least three times the size of the ordinary man. If there was a carload of horses they were, of course, Arabian steeds of the purest blood, for no respectable show would have any but thoroughbreds.

The press agents naturally employed a great many ingenious advertising devices, but in those days I don't think free advertising was ever secured by a lion getting loose out of its cage.

A CHROMO WITH A MARRIAGE LICENSE.

The following advertisement is from the *British Wig*, Kingston, Ontario, of May 10th:

GOING TO BE MARRIED?

Then Remember These Facts:

That a License obtained at my office only costs \$2; that no sureties or witnesses required; that it is good for a marriage in any part of Ontario; and that a handsome pictorial wall calendar and a useful pocket memorandum book are given away with every license.

J. P. GILDERSLEEVE,
Government Issuer, 42 Clarence St.

ON THE SQUARE.

The editor was very Kind; and wished to treat him fair, and so He asked him if he'd Write a poem on the Square. The poet said He did not like so Good a chance to miss, and there and then he Sat him down and soon had dashed off this,

—*Detroit Free Press.*

NO WIND.

NEW GLASGOW, N. S., May 25, 1894.

Editor of PRINTERS' INK:

There is a sign in Trenton, N. S., which reads "Resturant."

A farmer and fisherman down on the shore in Queens County, N. S., writes this: "I ave a hawse four sail, kan I cell im too yew?" The man did not buy, thinking the animal was as poor as its master's education.

C. WARMAN.

ADVERTISING FOR A LOST DOG.

From the *Lewiston Journal*.

A man came into the office of a Maine paper the other day and thus addressed the young lady at the desk: "How you vas to-day, I hope? I wants for to atvertize my leetle tog on der baper. He vas shet-plack tog mit white spots all ofer him in places. His tail vas coot off close up to myself, und if any-potty fints him, keep him, for I pelong to him. How mooch vor two time?"

"How did you manage to sell that piece of goods that's all out of date to Mrs. Huffy?" Clerk—I told her it was a great bargain, but I thought Mrs. Richcoin had had it laid aside for one of her daughters. Then she took it right off.—*Inter-Ocean.*

EXTRACT from the Montreal Daily Witness of 12th May, 1894:

FERRIS.— Fell asleep in Jesus, at her home in Oakesdale, Wash., on April 26, 1894, at 1 p. m., Ann, wife of David Ferris, aged 70 years and 26 days.

Ann Bates was born in County Tyrone, Ireland, April 1, 1824, emigrated with her parents to Canada A.D. 1827, married to David Ferris, May 6, 1845; gave her heart to Jesus, 1855. Came to Oakesdale, Wash., May, 1891. She was the mother of 12 children, all of whom, with their father, survive her. She was a great lover of the "Witness." Two days before her death the "Weekly Witness" was brought in and a daughter standing by said, "Show it to mother; if anything will rouse her it will," but she was too weak to notice it.

Danville and L'Original papers please copy.

"What is your line of business?" whispered the editor to a man he was about to introduce to Northern capitalists. "I hauls furniture," huskily came the reply. "Here, gentlemen," continued the editor, "is Mr. Jones, one of the moving spirits of our city."—*Atlanta Constitution*.

Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

PRINTING INK—Four Cents Per Pound. Wm. JOHNSON, 10 Spruce St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

**BEST
HALF-TONE
PORTRAIT,**
Single col.,

\$1.50

CHICAGO PHOTO ENG. CO., 180 Madison.

POSTAL NOTES ABOLISHED.

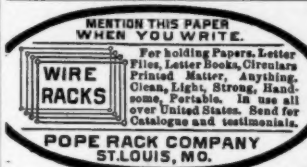
The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples,

ALFORD & CO., DETROIT, MICH.

Arthur's and Peterson's.

**\$100
PER PAGE**
for both
Magazines.

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT, N. Y.



THE TOLEDO BLADE

TOLEDO, OHIO.

Circulation of Daily edition larger than all the other Toledo daily papers combined. Outside of Cincinnati or Cleveland, no other daily newspaper in Ohio has so large a circulation as the

DAILY BLADE.

Circulation of the Weekly Edition always over 100,000. The Weekly Blade is more generally circulated in every State and Territory of the Union than any other weekly newspaper published.

For advertising rates in either edition, address

THE BLADE, Toledo, Ohio.

N. Y. Office, 33 Tribune Building.

WE STATE FACTS when we say that the

"NEW MODEL" WEB PRESS

will print 9,000 to 12,000

4 or 8-page papers per hour,

not in spurts, but **all** the time. We can run it.

Yours truly,

A SMALL MAN AND A BIG BOY.

CAMPBELL PRINTING PRESS AND MFG. COMPANY,

334 Dearborn St., Chicago.

Metropolitan Bldg., 1 Madison Ave., New York.



The Art of Buying Well Is the Secret of Business Success

No good business man buys space because it is cheap—if he does not want it—but rather pays a higher price for space that he knows will bring him business. Space in

The Evening Wisconsin

has been proven through a period of 50 years to belong to the class that costs a trifle more, but is worth ten times the money.

THE EVENING WISCONSIN CO.
MILWAUKEE, WIS.

Eastern Branch Office:

10 Spruce Street, New York.

CHARLES H. EDDY, Manager.

NEWS INKS.

BEST IN THE WORLD: WARRANTED.

I want orders accompanied by a check in full payment—not otherwise.

Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

Check with Order—every time.

Send copy of paper and tell kind of press used and temperature of press-room.

Satisfaction Guaranteed.

ADDRESS

WM. JOHNSTON,
FOREMAN PRINTERS' INK PRESS,
10 SPRUCE STREET,
NEW YORK.

DO
YOU
WANT
TO
REACH
THE
HOMES

IN THE EAST, WEST
AND NORTHWEST?

THE
**NATIONAL
TRIBUNE,**

WASHINGTON, D. C.

Will introduce you into 100,000 of them each week.

The introduction costs only **70c. per Line** to do it.

Let us give you an estimate.

Liberal Discounts on Time Orders.

THE NATIONAL TRIBUNE,
WASHINGTON, D. C.

New York Office: 66 Pulitzer Building.

BYRON ANDREWS,

RESIDENT MANAGER.

TO WHOM

IT MAY CONCERN.

CAN

WRITE ADS

moderately well,

ARRANGE DISPLAY

with effect,

SELECT MEDIUMS

with discretion,

ANALYZE VALUES

with success,

BUY ADVERTISING

with economy,

SAVE MY CHARGES

in discounts,

—SERVE U

WITH SATISFACTION.

CHARLES K. HAMMITT,

ANYTHING IN
ADVERTISING.

231 BROADWAY,
NEW YORK.

The Best Business Men

are the ones I want to write for. The men who are so busy with other branches of their business that they wish to be relieved of the detail of preparing copy.

It is altogether likely that I can write more effectively than they can, merely because I do nothing else. I have been studying advertising for ten years. I am still a student.

I can't build an engine, nor compound a medicine, nor run a bank, but I can write about either one better than its proprietor. Very few people can do all things equally well. I am not one of them.

Write to me.

Charles Austin Bates

Vanderbilt Bldg., N. Y.

ADVERTISERS who use **The Vickery & Hill Peerless List** know little of a "dull season." Using our papers makes their business brisk all the year round. Read what a prominent general advertiser says:

"Returns are profitable and constant. At no time since our advertising was first placed in your papers have they failed to bring satisfactory returns."

MARCHAL & SMITH PIANO Co., New York.

Note "profitable and constant." Finding mediums that will bring such returns is successful advertising. Why not profit by the experience of others and commence with our

JULY ISSUES?

1,400,000 PROVED CIRCULATION.

COPY MUST BE SENT AT ONCE.

THE VICKERY & HILL COMPANY,
Augusta, Maine.

New York Office: 517 Temple Court.

C. E. ELLIS, Special Representative.



THE KEY

to successful advertising in Philadelphia is to use the Call.

Have you found it?

The Philadelphia

"Call"

is distinctively a family newspaper, and it goes into more families than any other afternoon newspaper published in that city.

Send for Sample Copy
and rates for advertising

EDGAR M. HOOPES,
Wilmington, Del.

THE great international Christian Endeavor Convention is to be held in Cleveland in the month of July.

The Golden Rule

of Boston, Mass., the official organ, issues a **Souvenir Convention Number**, which goes to the regular list of 96,000 subscribers, and is also distributed in the Convention. Space at regular rates. This issue is kept for years as a souvenir. Forms close July 1st. Address **GEORGE W. COLEMAN**, Advertising Manager, 646 Washington St., Boston, Mass.



Regularly Read in a Million and a Quarter Homes.

That's why, "If you put it in Comfort it pays."

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office: Augusta, Maine. Boston, John Hancock Building; New York, Tribune Building.

LEWIS A. LEONARD, Representative.

The Colorado Sun,

N. EISENLORD, Manager.

DENVER, COLO.



Only afternoon paper in Denver publishing Sunday Morning edition. Prints, regularly, double number of "Want Ads" run by any other Denver paper. Best indication of greatest local popularity.

Only Big Weekly in Rocky Mountain Country. More than four times combined weekly issues of other three Denver papers, and only one that furnishes advertisers post-office receipts. Why don't others prove even their small claims?



CIRCULATION, BY STATES, OF THE COLORADO WEEKLY SUN:

FOR WEEK ENDING June 2, 1894.

Colorado	4368
Texas	2736
Oregon	2096
Kansas	1614
California	1588
Nebraska	1427
Washington	1389
Idaho	1143
South Dakota	969
Missouri	958
Utah	925
Montana	921
Wyoming	800
Indian Territory	661
Illinois	601
Nevada	541
Arizona	534
Oklahoma	513
Minnesota	506
New Mexico	501
North Dakota	478
Iowa	460
Michigan	280
Indiana	135
New York	104
Ohio	81
Pennsylvania	67

Carried forward... 26,401

FOR WEEK ENDING June 2, 1894.

Brought forward	26,401
Arkansas	45
Wisconsin	45
Canada	38
Tennessee	34
Massachusetts	27
West Virginia	18
North Carolina	18
Vermont	15
Maine	14
Kentucky	14
Georgia	11
Mississippi	10
Florida	9
Alabama	9
South Carolina	8
Delaware	7
Virginia	7
Louisiana	5
New Jersey	5
Connecticut	4
Rhode Island	4
Foreign	4
District of Columbia	3
Maryland	2
Alaska	2
Old Mexico	1
New Hampshire	0

Total... 26,761

For Rates, Sample Copies, etc., address

THOS. D. TAYLOR,

Manager Eastern Office,

TRIBUNE BUILDING,

NEW YORK CITY.

"He that knows not what THE WORLD is, knows not where he is himself."



The World is Yours

FOR 7 CENTS A LINE!

Many of our most regular advertising patrons first tried THE WORLD as an experiment. If you ask them to-day they will tell you that they would not be out of it at a cost of a dollar a line.

44,403 ON WEEK-DAYS.

— THE —

CLEVELAND WORLD

ON SUNDAYS, 32,326.

Pretty tall figures for Cleveland—a kind which shows which way the people's fancy goes.

To reach the people you must tickle their fancy. It is evident that if you want to do any tickling in Cleveland THE WORLD must be the medium.

The circulation of THE WORLD is guaranteed to be correct by the publishers of the American Newspaper Directory.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING.

48 TRIBUNE BLDG., NEW YORK.

609 THE ROOKERY, CHICAGO.



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